



Lightning Source, eBook Content Management System

Lightning Source Inc., a subsidiary of Ingram Industries Inc., offers a package of digital fulfillment and printing services to the publishing industry. Whether it's print-on-demand capabilities or eBooks, Lightning Source is the leader in high-speed content delivery.

Lightning Source (LSI) gives booksellers an edge in today's marketplace by providing low-volume print capabilities to keep a breadth of titles active, and comprehensive eBook fulfillment services. With both, Lightning Source provides a fast, reliable source for meeting consumer demand in the marketplace. Electronic books are delivered supporting the latest eBook formats such as Microsoft Reader and Adobe Web Buy with full Digital Rights Management security.

A Documentum server is utilized for content storage and information management. This solution provides Lightning Source with the power and flexibility to meet today's ever changing eBook marketplace.

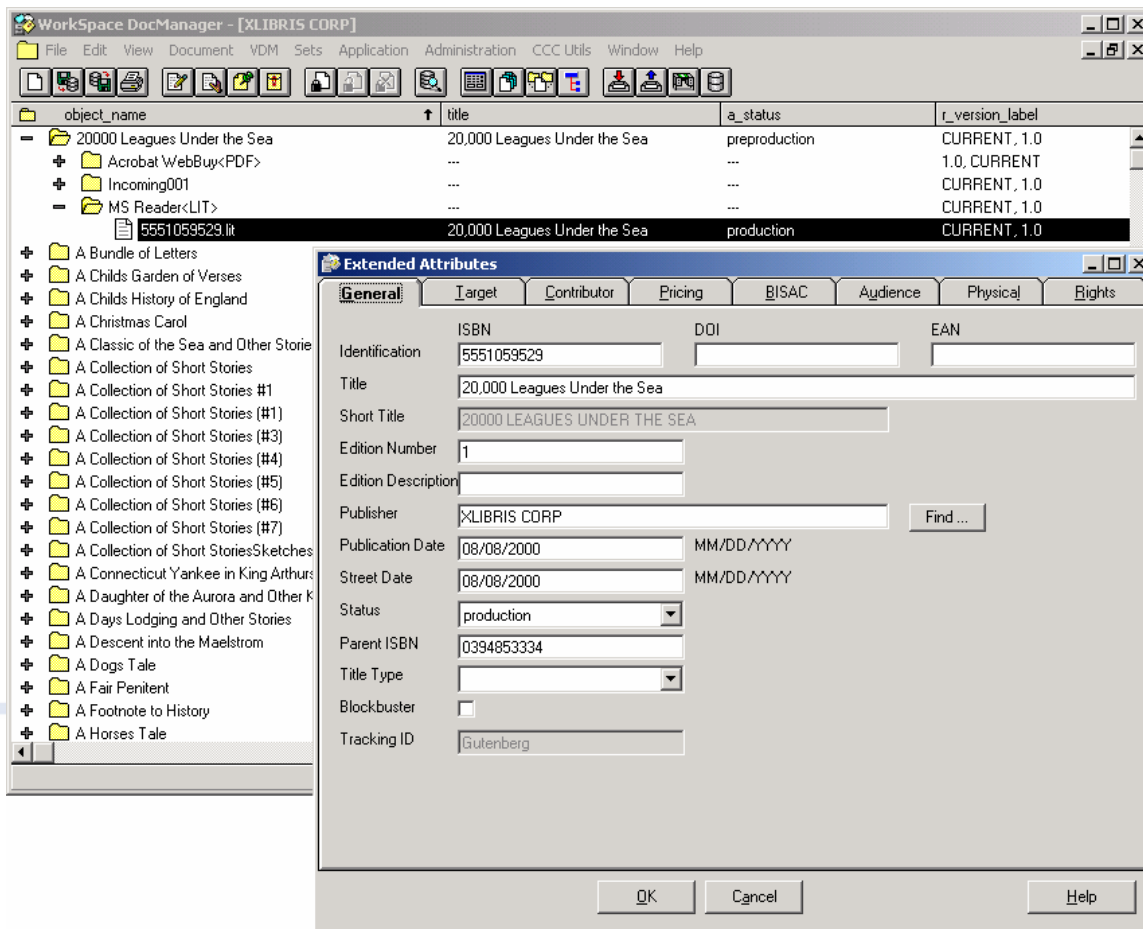
System Benefits

In an industry where information integrity (sales price, for instance) and distribution time are critical factors, the Content Management System (CMS) built by InfoTrust (formally CCC) provides LSI with the flexibility and reliability to respond to publisher, customer and distributor needs.

The print-on-demand side of LSI's business, typeset text and illustrations can be saved as high-resolution data files in the CMS, in many different formats to accommodate several different print devices. All crucial data can be stored as document attributes (book size, paper grade, etc) which may be easily queried and (with the right system authority) easily modified when necessary. Not only can the system maintain the book content in multiple formats, it can generate those multiple formats for the user automatically. For instance, if a minor editorial correction is necessary, LSI can update a single source, automatically generate the other formats and thus avoid a tedious, error-prone manual process for a minor editing change.

Much of the data that applies to all forms of book publishing, be it print-on-demand, eBooks, or even mass-market editions, comes from many different sources. Therefore, CMS has been constructed to interface with many different data sources, on the production side of the house (over 30,000 publishers), distribution (the many well-known and lesser-known online retailers, for instance), and master cataloging services (Titles@Ingram). This makes catalog data easily maintainable and accessible for everyone who needs it.

CASE STUDY



InfoTrust has also implemented a process using Documentum's workflow functions to help expedite a new addition through any proofreading, editorial, and typesetting processes. Since the entire process can be handled online, there are no delays due to routing or loss of paper manuscripts, galleys, etc. Publishers may also submit their content in electronic format over the World Wide Web, thereby eliminating delay due to package delivery schedules.

With eBooks, the management of published works includes the warehousing of the eBook data files. After retailers receive catalog information from LSI indicating a new title for sale, users at a retail website expect to be able to receive a new eBook title immediately upon ordering—no more waiting for the mail carrier or extra trips to the bookstore. LSI therefore maintains a high-capacity fulfillment center server so titles are available 24 hours a day, 7 days a week.

As this exciting new industry continues to evolve and new eBook formats become available, the CMS can be easily configured to add these formats to those already available—thereby insuring electronic title availability to all who desire it; and the highest-quality reading experience technology can provide.